

Message Text

UNCLASSIFIED

PAGE 01 BONN 10735 121554Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
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FM AMEMBASSY BONN
TO USDOC WASHDC
INFO SECSTATE WASHDC 9302
AMCONSUL DUSSELDORF
AMCONSUL FRANKFURT

UNCLAS BONN 10735

E.O. 11652: N/A
TAGS: BEXP, GW
SUBJECT: ADS REQUEST - BRADEN WINCH COMPANY,
BROKEN ARROW, OK.

DESPITE EXTENSIVE CANVASSING THE EMBASSY COULD LOCATE
ONLY THE FOLLOWING PROSPECT(S):

CBK-CENTRALE BANKKAUF GMBH
LUDORFFSTR. 1
5860 ISERLOHN
CONTACT: HERR ULRICH JAKOB
COMMENT: GERMAN FIRM HAS EXPRESSED INTEREST IN THE
PRODUCTS OFFERED. SALES AREA: WESTERN EUROPE ALSO
ACCESS TO MARKETS IN YUGOSLAVIA AND GREECE.

AMCONSUL FRANKFURT COMMENT: THERE ARE NO MAJOR DISTRI-
BUTORS IN OUR DISTRICT WHICH WOULD BE WILLING AND IN
A POSITION TO HANDLE ON A SIZEABLE SCALE THE MARKETING
AND DISTRIBUTION OF ELECTRIC WINCHES, MECHANICAL AND
HYDRAULIC WORM GEAR WINCHES, PLANETARY WINCHES, HOISTS,
ADN SPEED REDUCERS AND ACCESSORIES. THE U.S. COMPANY
SHOULD BEAR IN MIND THAT THE DOMESTIC MARKET FOR
THESE PRODUCTS IS HIGHLY COMPETITIVE WITH A LARGE
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NUMBER OF ORIGINAL EQUIPMENT MANUFACTURERS FIERCELY
COMPETING WITH EACH OTHER FOR PRODUCT QUALITY AND
PRICE. ANY DISTRIBUTOR INTENDING TO SELL INTO THIS
OVERSATURATED MARKET WITH A NEW FOREIGN PRODUCT, WILL
REQUIRE CONSIDERABLE TIME IN THE INITIAL PHASE TO
PREPARE THE GROUND FOR SUCCESSFUL MARKETING. BESIDES,
THESE PRODUCTS WILL HAVE TO MEET THE STRINGENT

REQUIREMENTS OF THE WEST GERMAN ELECTRICAL EQUIPMENT
AND MECHANICAL ENGINEERING STANDARDS. ONE APPROACH
FEASIBLE IN THIS DIRECTION, ON BASIS OF OUR EXPERIENCE,
WOULD BE THROUGH A SUITABLE MEANS OF COOPERATION WITH
WEST GERMAN ORIGINAL EQUIPMENT MANUFACTURERS, THEREBY
UTILIZING THEIR SALES AND SERVICING NETWORK, OR, BY
SELLING TO END USERS DIRECTLY. THE CATEGORY OF END
USERS WILL BE THE SAME AS IN THE UNITED STATES, ONLY
ON A MUCH SMALLER NATIONAL SCALE.
SHOULD ANOTHER EXPRESSION OF INTEREST BE ELICITED, THE
EMBASSY WILL REPORT IT IMMEDIATELY.

APPROVING OFFICER: GUSTAF COONTZ, COMMERCIAL COUNSELOR
STOESSEL

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Message Attributes

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Disposition Event:
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